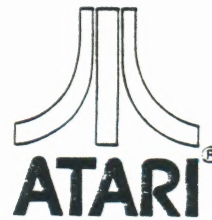


Computer Division



Atari Incorporated
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ABOUT ATARI'S TRADEMARKS

Atari, Inc. has basically two concerns regarding our various trademarks. One is, of course, protection of our right to use a distinctive mark to identify ourselves. The other is to avoid the implication that we are affiliated with any particular group. It is important to Users' Groups in general, as well as to Atari, Inc., to preserve the autonomy of each Users' Group.

To address these concerns, Atari, Inc. engaged the assistance of Trademark specialists to advise us as to the best way to handle trademark use. The following guidelines, similar to those proposed by concerned Users' Groups, represent our present policy regarding our trademarks:

In describing your group or club, you should always state that it is an independent group.

You should avoid statements which suggest an official or formal connection with Atari, Inc.

The well-known 'Fuji' design, as shown above on our letterhead, may not be used in association with your group's name, as that tends to suggest an official connection with our company.

You may use the trademarked name ATARI to inform others of the nature of your group. When used, it must be capitalized, as shown, and must be used in one of two ways:

OPTION ONE

If the name of your group contains reference to ATARI, it must be done as in this example:

The North West Valley ATARI Computer Club
An Independent Computer Users' Group

A name such as:

The North West Valley ATARI Club

would not be permitted, as it stands, since it implies a connection to Atari, Inc.

If you choose option one, it's important to include the statement of independence every time you publish your name. That way it's clear to anyone who sees your name that your group isn't owned or controlled by Atari, Inc. and that you are not responsible for any of Atari, Inc.'s actions. It also lets them know that Atari, Inc. is independent from your group.

OPTION TWO

A preferred option is to use a name that doesn't refer directly to Atari, Inc. as is done by STARFLEET in Colorado. In this case, it's alright to add a statement such as "A club for users of ATARI Computers" if you wish.

You may, of course, refer to our various trademarks when discussing our products. Each item of distributed material, such as your newsletter, in which you refer to our trademarks, should include a legend identifying our trademarks. An example would be:

ATARI, "A" Design Trademark, and 400
are trademarks of Atari, Inc.

The "A" is as close as I can get on a typewriter to the 'Fuji' symbol. The 'Fuji' is what it represents.

Basically, keep your identity clear and independent. Do not use ATARI's design trademarks or variations on them in your logos or to identify your group's services or publications.

We want you to be successful as a group and to be recognized as an independent member of the community of computer users. If you have difficulty complying with the guidelines, or if I can assist your group in any way, contact me here at Atari, Inc.

Thank you,



Earl Rice
Users' Group Support Manager